# The Journal of Consumer Research

## Index

## Volume 4, 1977–78*


BAGOZZI, RICHARD P., and M. FRANCES VAN LOO, *Fertility as Consumption: Theories from the Behavioral Sciences*, March, 199.

BEMMAOR, ALBERT C., see PESSEMIER, EDGAR A.

BERNARDO, JOHN J., and J. M. BLIN, *A Programming Model of Consumer Choice Among Multi-Attributed Brands*, Sept., 111.

BETTMAN, JAMES R., and MICHEL A. ZINS, *Constructive Processes in Consumer Choice*, Sept., 75.

BIRNBAUM, BONNIE G., see FERBER, MARIANNE A.

BITHER, STEWART W., and PETER WRIGHT, *Preferences Between Product Consultants: Choices vs. Preference Functions*, June, 39.

BLIN, J. M., see BERNARDO, JOHN J.

BURNKRANT, ROBERT E., see CALDER, BOBBY J.

CALDER, BOBBY J., and ROBERT E. BURNKRANT, *Interpersonal Influence on Consumer Behavior: An Attribution Theory Approach*, June, 29.

CARNEGIE-MELLON UNIVERSITY MARKETING SEMINAR, *Attitude Change or Attitude Formation? An Unanswered Question*, Comment on *An Experimental Investigation . . .* , by Richard J. Lutz, March, 271, (P & C).

CHESTNUT, ROBERT W., see JACOBY, JACOB.

DHOLAKIA, RUBY, see STERNTHAL, BRIAN.

DICKSON, PETER R., and PAUL W. MINIARD, *A Further Examination of Two Laboratory Tests of the Extended Fishbein Attitude Model*, Comment on *An Experimental Investigation . . .* , by Richard J. Lutz, March, 261, (P & C).

DOWLING, GRAHAME, R., see MIDGLEY, DAVID F.

FAISON, EDMUND W. J., *The Neglected Variety Drive: A Useful Concept for Consumer Behavior*, Dec., 172, (P & C).

FERBER, MARIANNE A., and BONNIE G. BIRNBAUM, *The New Home Economics: Retrospects and Prospects*, June, 19.

FERBER, MARIANNE A., and BONNIE G. BIRNBAUM, *Rejoinder* to comments by John P. Robinson and Margaret G. Reid, Dec., 183, (P & C).

FERBER, ROBERT, *Research by Convenience*, June, 57, (Editorial).

FERBER, ROBERT, *Can Consumer Research be Interdisciplinary?*, Dec., 189, (Editorial).

GEISTFELD, LOREN V., *Consumer Decision Making: The Technical Efficiency Approach*, June, 48.

GOLDBERG, MARVIN E., see GORN, GERALD J.

GORN, GERALD J., and MARVIN E. GOLDBERG, *The Impact of Television Advertising on Children from Low Income Families*, Sept., 86.

HANSSENS, DOMINIQUE M., see PESSEMIER, EDGAR A.

HOLBROOK, MORRIS B., *Comparing Multiattribute Attitude Models by Optimal Scaling*, Dec., 165.

HOLBROOK, MORRIS B., *More on Content Analysis in Consumer Research*, Comment on *Content Analysis . . .* , by Harold H. Kassarjian, Dec., 176, (P & C).

JACOBY, JACOB, ROBERT W. CHESTNUT, and WILLIAM SILBERMAN, *Consumer Use and Comprehension of Nutrition Information*, Sept., 119.

KASSARJIAN, HAROLD H., *Content Analysis in Consumer Research*, June, 8.

LADD, GEORGE W., and MARTIN ZOBER, *Model of Consumer Reaction to Product Characteristics*, Sept., 89.

LEAVITT, CLARK, see STERNTHAL, BRIAN.

LESSIG, V. PARKER, see PARK, G. WHAN.

LUTZ, RICHARD J., *Rejoinder* to *Attitude Change or Attitude Formation . . .* , by Carnegie-Mellon University Marketing Seminar, March, 276, (P & C).

LUTZ, RICHARD J., *Rejoinder* to *A Further Examination . . .* , by Peter R. Dickson and Paul W. Miniard, March, 266, (P & C).

MC EWEN, WILLIAM J., *Bridging the Information Gap*, March, 247.

MIDGLEY, DAVID F., and GRAHAME R. DOWLING, *Innovativeness: The Concept and Its Measurement*, March, 229.

MILLER, KENNETH E., and FREDERICK D. STURDIVANT, *Consumer Responses to Socially Questionable Corporate Behavior: An Empirical Test*, June, 1.

MINIARD, PAUL W., see DICKSON, PETER R.

PARK, C. WHAN, and V. PARKER LESSIG, *Students and Housewives: Differences in Susceptibility to Reference Group Influence*, Sept., 102.

PESSEMIER, EDGAR A., ALBERT C. BEMMAOR, and DOMINIQUE M. HANSSENS, *Willingness to Supply Human Body Parts: Some Empirical Results*, Dec., 131.

REID, MARGARET G., *How New is the New Home Economics?*, Comment on *The New Home Economics . . .* , by Marianne A. Ferber and Bonnie G. Birnbaum, Dec., 181, (P & C).

ROBINSON, JOHN P., *The New Home Economics: Sexist, Unrealistic, or Simply Irrelevant?*, Comment on *The New Home Economics . . .* , by Marianne A. Ferber and Bonnie G. Birnbaum, Dec., 178, (P & C).

SCAMMON, DEBRA L., *Information Load and Consumers*, Dec., 148.

SCANZONI, JOHN, *Changing Sex Roles and Emerging Directions in Family Decision Making*, Dec., 185, (Trends).

SCHNEIDER, KENNETH C., *Prevention of Accidental Poisoning Through Package and Label Design*, Sept., 67.

SCOTT, CAROL A., *Modifying Socially-Conscious Behavior: The Foot-in-the-Door Technique*, Dec., 156.

SILBERMAN, WILLIAM, see JACOBY, JACOB.

STEINBERG, SANDON A., and RICHARD F. YALCH, *When Eating Begets Buying: The Effects of Food Samples on Obese and Nonobese Shoppers*, March, 243.

STERNTHAL, BRIAN, RUBY DHOLAKIA, and CLARK LEAVITT, *The Persuasive Effect of Source Credibility: Tests of Cognitive Response*, March, 252.

STROBER, MYRA H., and CHARLES B. WEINBERG, *Working Wives and Major Family Expenditures*, Dec., 141.

STURDIVANT, FREDERICK D., see MILLER, KENNETH E.

STYLE SHEET, *So You Want To Publish in JCR . . .* , June, 61.

VAN LOO, M. FRANCES, see BAGOZZI, RICHARD P.

WEINBERG, CHARLES B., see STROBER, MYRA H.

WIND, JERRY, *New Directions for JCR*, June, 59, (P & C).

WRIGHT, PETER, see BITHER, STEWART W.

YALCH, RICHARD F., see STEINBERG, SANDON A.

ZINS, MICHEL A., see BETTMAN, JAMES R.

ZOBER, MARTIN, see LADD, GEORGE W.


* P & C indicates article appeared in the Pro and Con Section.